

CLAIMS

What is claimed is:

1 1. A method for controlling the presentation of multimedia content on a web
2 page, such method comprising:

3 detecting the occurrence of a particular event or a combination or sequence of
4 events with respect to a web page;

5 and using such detection to select and initiate a multimedia presentation on the
6 web page.

7 2. A method for controlling the presentation of multimedia content on a web
8 page, such method comprising:

9 detecting the occurrence of a particular event or a combination of events with
10 respect to a web page;

11 generating an event trigger corresponding to the detected event or combination of
12 events;

13 selecting a multimedia player and content based on the generated event trigger;

14 and loading the selected multimedia player with the selected content and launching
15 the playing of the selected player to provide a multimedia presentation on the web page.

1 3. A method in accordance with Claim 2 wherein the detected event is the
2 completion of the loading of the web page and its static content and the selecting and
3 loading of the multimedia player is accomplished by a small loader applet which is
4 activated after the loading of the web page is completed.

1 4. A method in accordance with Claim 3 wherein the detected event is the
2 occurrence of a JavaScript onLoad command.

3 5. A method in accordance with Claim 2 wherein the selecting and loading of the
4 multimedia player is accomplished by writing an HTML layer that contains the
5 multimedia player tags needed to load and launch the player.

6 6. A method in accordance with Claim 2 wherein the selecting and loading of the
7 multimedia player is accomplished by rewriting the contents of an HTML table cell to
8 contain the multimedia player tags needed to load and launch the player.

1 7. A method in accordance with Claim 2 wherein a first method of loading and
2 launching the multimedia player is used when the web browser is of a first type and a
3 second method of loading and launching the multimedia player is used when the web
4 browser is of a second type.

1 8. A method in accordance with Claim 2 wherein the loading and launching of
2 the multimedia player is accomplished by writing an HTML layer that contains the tags
3 needed for this purpose when the web browser is a Netscape browser and the loading and
4 launching of the multimedia player is accomplished by rewriting the contents of an
5 HTML table cell to contain the tags needed for this purpose when the web browser is an
6 Internet Explorer browser.

1 9. A method in accordance with Claim 2 wherein a first method of loading and
2 launching the multimedia player is used when the web client environment is of a first type
3 and a second method of loading and launching the multimedia player is used when the
4 web client environment is of a second type, where a web client environment is a
5 particular combination of browser software, computer hardware and computer operating
6 system.

1 10. A method of presenting multimedia content on a web page, such method
2 comprising:
3 first loading the web page and its static content;
4 and loading and playing the multimedia content after completion of the loading of
5 the web page and its static content.

1 11. A method of presenting multimedia content on a web page, such method
2 comprising:
3 first completely loading the web page and its static content;
4 thereafter loading a multimedia player;
5 and thereafter loading the multimedia content into the multimedia player and
6 playing the player to present the multimedia content on the web page.

1 12. A method for controlling the presentation of multimedia content on a web
2 page, such method comprising:
3 loading a web page and its static content, such static content including a user
4 selectable image;
5 detecting the occurrence of a user click on or mouse movement over the selectable
6 image;
7 and using such detection of a user click or mouse over to initiate the occurrence of
8 a multimedia presentation on the web page.

1 13. A method in accordance with Claim 12 wherein the user selectable image is a
2 button.

1 14. A method in accordance with Claim 12 wherein the user selectable image is a
2 link.

1 15. A method in accordance with Claim 12 wherein the user selectable image is a
2 selection box.

1 16. A method in accordance with Claim 12 wherein the user selectable image is a
2 search box and the multimedia presentation provides helpful search tips and hints.

1 17. A method for controlling the presentation of multimedia content on a web
2 page, such method comprising:

3 loading a web page and its static content, such static content including a plurality
4 of user selectable images;

5 detecting the occurrences of user clicks on or mouse movements over different
6 ones of the user selectable images;

7 and using such detections to initiate the occurrences of different multimedia
8 presentations on the web page.

1 18. A method for controlling the presentation of multimedia content on a web
2 page having movie related images and music related images, such method comprising:

3 loading a web page and its static content, such static content including a set of
4 movie related images and a set of music related images;

detecting the occurrence of a user click on or mouse movement over one of the
movie related images;

using such detection of a user click on or mouse over a movie related image to
initiate the appearance of a video presentation on the web page;

detecting the occurrence of a user click on or mouse movement over one of the
music related images;

and using such detection of a user click on or mouse over a music related image to
initiate the occurrence of an audio presentation for the web page.